

# Holiday House

December 6



## Giving to the Community

Join the San Diego real estate community's effort to help San Diego's children, military, homeless and senior citizens. SDAR's members will be filling a house with a variety of goods that will be donated to charities benefiting San Diego's community.

### Donations & Financial Contributions Accepted Now Through Thursday, December 6

Collection of toys, clothes, food, and household items are appreciated. For a list of charities and to make a financial contribution visit [www.sdar.com/holidayhouse](http://www.sdar.com/holidayhouse).

### Drop-Off Center Locations

SDAR Service Centers and participating centers located throughout San Diego County.

### You're Invited to the Holiday House Celebration December 6, 2012 from 5:00pm – 8:00pm.

#### Location to be determined.

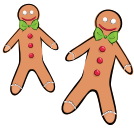
Suggested donation required. RSVP requested at [www.sdar.com/holidayhouse](http://www.sdar.com/holidayhouse).

### Benefits of Becoming a Holiday House Sponsor

- ▶ Value Exceeds \$38,000
- ▶ Value Delivered Through Promotion by Holiday House Charities, Drop-Off Centers, and Brokerage Firms/Other Organizations
- ▶ Event Exposure at the Holiday House Event Attracting Media and Elected Officials, San Diego's Real Estate Community, and the General Public
- ▶ Opportunity to Participate in a High Profile Community Giving Initiative
- ▶ This event benefits non-profit charities and a portion of your fees are tax deductible.
- ▶ Ask your sales representative about becoming a Holiday House Bin Collection Host.



# Sponsorship Packages



## GINGERBREAD HOUSE, \$5,000

- Three (3) minute speaking opportunity at Holiday House event (400 attendees)
- Display space to promote company materials at Holiday House event (400 attendees)
- Sponsor logo recognition on Holiday House event signage (400 attendees)
- Sponsor recognition in pre and post event online marketing
- Two (2) sponsor banner ads (500x90 pixels) on eBlast to promote Holiday House event (20,000+ total distribution, deadlines apply)
- Sponsor logo recognition on marketing printed materials and communications (3,000+ distribution)
- Sponsor logo recognition in SDAR's The San Diego REALTOR® publication, pre and post event (12,000+ distribution each)
- Sponsor logo recognition in The Daily Transcript and the San Diego Business Journal ads (30,000+ readers)
- Two (2) banner ads (500x90 pixels) in SDAR's monthly eNewsletter (10,000+ distribution each)
- Three (3) monthly webtile ads (220x200 pixels) on sdar.com (17,000 unique visitors monthly)
- Eight (8) Holiday House event passes

## CANDY CANE, \$2,500

- Display space to promote company materials at Holiday House event (400 attendees)
- Sponsor logo recognition on Holiday House event signage (400 attendees)
- Sponsor recognition in pre and post event online marketing
- One (1) sponsor banner ad (500x90 pixels) on 1 eBlast to promote Holiday House event (20,000+ total distribution, deadlines apply)
- Sponsor logo recognition in SDAR's The San Diego REALTOR® publication, pre and post event (12,000+ distribution each)
- Sponsor logo recognition in The Daily Transcript and the San Diego Business Journal ads (30,000+ readers)
- One (1) banner ad (500x90 pixels) in SDAR's monthly eNewsletter (10,000+ distribution)
- Two (2) monthly webtile ads (220x200 pixels) on sdar.com (17,000 unique visitors monthly)
- Four (4) Holiday House event passes

## SNOWFLAKE, \$1,000

- Display space to promote company materials at Holiday House event (400 attendees)
- Sponsor logo recognition on Holiday House event signage (400 attendees)
- Sponsor recognition in pre and post event online marketing
- Sponsor logo recognition in SDAR's The San Diego REALTOR® publication, pre and post event (12,000+ distribution each)
- Sponsor logo recognition in The Daily Transcript and the San Diego Business Journal ads (30,000+ readers)
- One (1) monthly webtile ad (220x200 pixels) on sdar.com (17,000 unique visitors)
- Two (2) Holiday House event passes

## Sponsor Application – The Holiday House

- ☐ **Gingerbread House, \$5,000**
- ☐ **Candy Cane, \$2,500**
- ☐ **Snowflake, \$1,000**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Primary Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

**Payment Information:** ☐ Visa ☐ M/C ☐ AmEx ☐ Discover ☐ Check (made payable to SDAR)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Payment Information:** Although SDAR will withdrawal sponsorship upon request of the Sponsor, do to SDAR expenses incurred and other commitment, sponsorship payments are final and will not be refunded under any circumstances should Sponsor request withdrawal of sponsorship. Final sponsorship payments are due 30 days from date of signed agreement. Failure to make final payment shall result in a loss of Sponsor rights for all subsequent events, but does not entitle Sponsor to a refund of previously paid funds.

**Creative Submission(s):** SDAR reserves the right to refuse publication of creative if it does not meet SDAR's guidelines and/or deadlines and Sponsor will not receive the opportunity to advertise. If creative submitted is not to specifications requested by SDAR the creative will be returned. All reasonable attempts will be made by SDAR to obtain Sponsor creative prior to deadline date. Sponsor grants a limited license to use its name and creative images as outlined herein. Creative materials should be sent to Advertising@SDAR.com with description of what creative is and what it should be used for.

**Photo Release:** By completing this agreement client grants SDAR the right to photographs and/or video of client in connection with the above-identified event. Client authorizes SDAR, its assigns and transferees the copyright, use and publish the same in print and/or electronically. Client agrees that SDAR may use such photographs and/or video with or without client name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and Web content.

**Client Approval:** By signing the below, client agrees to comply with all of the conditions and rules and regulations of this contract. Sponsorship is not considered reserved or definite until a signed copy of this contract is received along with payment.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Contact Sales at [Sales@SDAR.com](mailto:Sales@SDAR.com) or (858) 715-8018 for more information**

**Return with payment:** Fax: 858-300-9948 Email: [Sales@SDAR.com](mailto:Sales@SDAR.com) Mail: 4845 Ronson Court, Attn: Holiday House, San Diego, CA 92111